TIME: 7:29
DATE: 2/9/54
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

WANT AN "A" IN THAT PAINTING COURSE YOU'RE TAKING THIS SPRING? WE HOPE YOU DO...WELL, PIERE'S PAINT AND ART STORE CAN'T GUARANTEE THAT--BUT THEY CAN HELP YOU OUT BY STARTING YOU OFF WITH THE VERY BEST IN SUPPLIES. PIERCE'S IS SURE TO HAVE JUST WHAT YOU ARE LOOKING FOR, BECAUSE PIERCE'S HAS THE LARGEST AND MOST COMPLETE STOCK OF ARTISTS' SUPPLIES IN WESTERN MASSACHUSETTS. PIERCE'S IS THE ONLY PLACE IN HAMP WHERE YOU CAN GET WINDSOR AND NEWTON OILS, WATERS COLORS, AND VARNISHES, AND SHIVA CASEINS TOO. THEY'RE THE BEST IN THE BUSSINESS. BUT LISTEN TO THIS: WHETHER YOU'RE ENROLLED IN COURSES OR JUST HAVE A WHIM TO PUT YOUR EMOTINS ON CANVAS, YOU CAN GET A 10% DISCOUNT ON EVERYTHING YOU BUY AT PIERCE'S PAINT AND ART STORE. SO, COME ON IN AND LET PIERCE'S SHOW YOU WHAT FUN [redacted] PAINTING CAN BE WHEN YOU HAVE THE RIGHT EQUIPMENT. THEY'RE JUST ACROSS FROM CITY HALL AT 196 MAIN STREET.

YOU ARE TUNED TO 600... THE VOICE OF SMITH COLLEGE... WCSR... IN NORTHAMPTON.... [redacted] THE CORRECT TIME IS NOW...7:30....., courtesy of ~~COURTESY~~ COURTESY OF WINTHROP FOSTER'S PHOTOGRAPHIC STORE, ~~THEY~~ HAVE THE FILM ... THEY LOAD YOUR CAMERA.

Nancy Kordish
ANNOUNCER'S SIGNATURE